BRING BACK THE OLD TIME MATINEE BUSINESS

With "The BIG STAMPEDE"

A 4 STAR WESTERN

Starring **JOHN WAYNE**

and DUKE His Miracle Horse

An Action Crammed He-Man Melodrama of New Mexico During the Covered-Wagon Days.

Featuring

NOAH BEERY – MAE MADISON
Luis Alberni – Berton Churchill

Directed by Tenny Wright
Presented by Leon Schlesinger
Sid Rogell, Associate Producer

DISTRIBUTED BY VITAGRAPH, Inc.

PALACE . . . TODAY

The BIG STAMPEDE

Hard-riding . . .
Fast Action . . .
Dynamic Thrills

A real he-man hero . . . a horse that does everything but talk . . . a gal of the western plains . . . a story that rings true . . . every second a startling surprise, a new thrill! Red-blooded romance, suspense that grips you, lightning-quick action.

Distributed by Vitagraph Pictures, Inc.
Presented by Leon Schlesinger

with **JOHN WAYNE**

And DUKE The Miracle Horse
Great Western Cast includes
NOAH BEERY—MAE MADISON

C No. 15 Cut 60c Mat 15c

Read This Review

from the

HOLLYWOOD REPORTER

August 20, 1932

'THE BIG STAMPEDE' ANOTHER CORKING WARNER WESTERN

Wright, Cast, Story, Camera All Good

They call it a Four Star Western and we tip the lid to their presumptuous, but justifiable rating. To Tenny Wright's first directorial effort we give an orchid—no, make it a bunch of orchids. He had his tongue in his cheek, but he gave the kids and grown-ups one swell hour of entertainment. Everything from cattle-rustling, two-gun bandits, a two-fisted, hard-riding hero, et cetera, ad infinitum.

John Wayne, Noah Beery and Luis Alberni gave it everything. It was in itself amusing to see the suave, drawing-room Alberni as the Mexican cattle rustler. He evidently enjoyed the change and gave an excellent performance.

The story, written by Marion Jackson, with dialogue and adaptation by Kurt Kemplar, is irrelevant but sufficient to create a fast tempo. Arizona ranches migrate to New Mexico and are met by Beery's well organized cattle rustlers. The Governor of the state appoints Wayne deputy sheriff with orders to get the rustlers out of the state. Then begins as good a western thriller as has been made this year.

It isn't Broadway, but it's darn good box office on any other street from Maine to Alaska. We bow gracefully to Ted McCord for his capable use of the camera, and to Leo Forbstein for a pleasing and unobtrusive musical background. The Warner-Schlesinger combination is doing nicely, thank you.

INFORMATION

THE CAST

John Wayne	*as "John Steele"*
Noah Beery	*as "Sam Crew"*
Mae Madison	*as "Ginger Malloy"*
Luis Alberni	*as "Sonora Joe"*
Berton Churchill	*as "Gov. Lew Wallace"*
Paul Hurst	*as "Arizona"*
Sherwood Bailey	*as "Pat Malloy"*

BIOGRAPHICAL BRIEFS

JOHN WAYNE — hero of "The Big Stampede." Native of California and typical cowboy type. Educated at the University of Southern California where he was famous as a football hero. His best known pictures are "The Big Trail," "The Challenger," "Arizona" "Makers of Men," "Ride Him Cowboy."

NOAH BEERY — Famous character actor seen in "Beau Geste," "Isle of Lost Ships," "Murder Will Out," "Song of the Flame," "Bright Lights," "The Expert" and countless others. Born in Kansas City, Mo.

MAE MADISON—Young Hungarian-American actress under contract to Warner Bros.-First National. Has played in such pictures as "The Mad Genius" with John Barrymore, "Bought," with Constance Bennett, "Union Depot," "So Big," with Barbara Stanwyck. Born in Los Angeles, Calif.

LUIS ALBERNI — Broadway stage and on the screen in "Santa Fe Trail," "Svengali," "The Mad Genius," "Side Show," "Manhattan Parade," "Two Against The World." Born in Spain.

PRODUCTION STAFF

Story by	Marion Jackson
Screen Play and Dialogue by	Kurt Kempler
Directed by	Tenny Wright
Photographed by	Ted McCord
Edited by	Frank Ware

Length	**4950 feet**
Running Time	**54 minutes**

STORY

The open range of the Southwest, intended for settlers, is menaced by the operations of cattle rustlers who rule the range and have taken the law in their own hands. Deputy sheriff after deputy sheriff has gone onto the range, never to return.

One of the largest bands of settlers to approach the range is on its way, led by Ginger's father, bringing thousands of head of cattle. Meanwhile, the governor of the state has asked John Steele (John Wayne) to go to the range as deputy sheriff to clean up the rustler situation. Sam Crew is Baron of the range and the king of the rustlers on the side. His men have killed and stolen and one of them, Arizona, kills Ginger's father. Steele, who is on the way, sees it all, but is unable to capture Arizona at the time. Ginger (Mae Madison) and Steele become interested in each other through her kid brother Pat (Junior Bailey).

Steele keeps under cover in town, but makes his presence known in mysterious ways. He presses Sonora, a pleasure-loving cattle-rustler, into service as a deputy sheriff, knowing that Sonora hates Crew and will do anything to get rid of him. He then begins his campaign to capture Arizona. After an exciting series of events, he arrests the killer and puts him in jail. Crew and his men try to get him, but Steele, with Sonora's assistance, pulls a ruse and keeps his hands on Arizona.

A government buyer of cattle comes to get as many steers as the settlers can gather. They plan to drive the cattle to a central point, but the enormous herd is coveted by Crew and he plans to get them. Crew gets all the gunman in the territory to help him run off the cattle. Steele hears of this and Sonora and his men agree to help him. Crew was not in time to run the cattle off to his own grounds, so maliciously stampedes the thousands of steers. Ginger and her people are in front of the herd and the stampede is gaining on them. There seems to be no escape and Steele's horse, Duke is barely able to outrun the herd. He finally makes a sensational dash and saves Ginger. Crew meanwhile has been dismounted and left in front of the herd, which runs him down and thus ends his reign of terror on the range. The cattle are corraled at last without loss to the settlers.

Ginger and Steele, both of whom have been rather silent about their love for each other, are egged on by Sonora and clinch for a happy fade-out, as Sonora swears off cattle-rustling and Pat mischievously looks on.

OFFICIAL BILLING

Leon Schlesinger	5%
presents	
JOHN WAYNE	100%
and	
"DUKE"	50%
in	
"THE BIG STAMPEDE"	100%
A Four Star Western	50%
with	
Noah Beery	50%
Mae Madison—Luis Alberni—Berton Churchill	10%
Directed by Tenny Wright	5%
Distributed by Vitagraph, Inc.	40%

your 1st story

John Wayne Again Plays Hero Role in Western Film, "The Big Stampede"

John Wayne is slated to ride to new film honors when "The Big Stampede," a Leon Schlesinger production, distributed by Vitagraph, Inc., opens next ..... at the ..... Theatre.

This young, popular star who has already brought much action, hard riding and quick gun play to the screen in former Western pictures, most recently in "Ride Him Cowboy," a Four Star Western, produced by Leon Schlesinger and distributed by Vitagraph, Inc., will again be seen in a story set against the background of one of the most stirring periods in the history of the Southwest.

Six feet two of muscle and brawn-splendidly proportioned, a perfect horseman, John Wayne made an ideal Western hero. So much so, that he has been signed to star in all six of the Four Westerns to be produced during the current season.

Because of the historical value of the story and the glamour surrounding the colonization of New Mexico with its attendant lawlessness, "The Big Stampede," is expected to be received with more than usual interest by movie patrons.

Prior to the admission of New Mexico to the Union, this territory was the hot bed of lawless cattle barons who obtained their herds by rustling. The role which John Wayne plays is that of a deputy marshall sent out to the seat of all the trouble to bring law and order to the state. Every deputy marshall before him had died suddenly with his boots on.

This bit of colorful history, put into fiction form by Marion Jackson, and adapted for the screen by Kurt Kempler, forms an ideal story for the young Western star, and gives his white wonder horse, "Duke," an opportunity to display some startling tricks of its own.

The stampeding of a large herd of cattle which forms the stirring climax of the picture, filmed at great expense and danger to the players, is credited with being one of the most thrilling action sequences ever to be caught by the cameras.

A very capable cast of supporting players appears opposite John Wayne. The leading feminine role is given to Mae Madison, while Noah Beery will once more be seen in a type of villainous role which he always portrays so effectively.

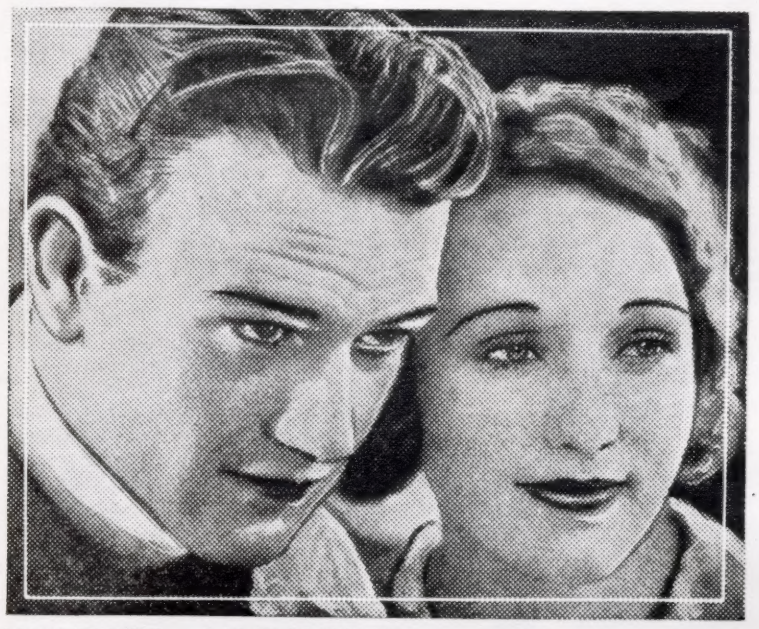
Others very prominent in the cast are Luis Alberni, Berton Churchill, Paul Hurst and Sherwood Bailey.

Tenny Wright handled the direction of the picture.

TABLE OF CONTENTS

	Page		Page
Accessories	8	Exploitation	7
Advance Publicity	3	Feature Stories	6
Ads	4, 5	Novelties	8
Cast	2	Review	3
Catchlines	7	Scene Cuts	3, 6
Current Publicity	6	Shorts	6

Rip-Snorting Publicit



JOHN WAYNE and MAE MADISON, who are being featured in the ..... Theatre's big action picture, "The Big Stampede," which begins today. Wayne is the well-known University of Southern California football hero of a few years ago. His first Vitagraph 4-Star Western, "Ride Him, Cowboy," has definitely established him as a leading Western star and, according to reports, he is even better in "The Big Stampede."

Cut No. 19 Cut 30c Mat 10c

your 2nd story

No "Doubles" for Hero of "The Big Stampede"

John Wayne, the star of the Leon Schlesinger Western production distributed by Vitagraph, Inc., "The Big Stampede," which comes to the ..... Theatre next ....., prides himself on the fact that he never uses a double in any of his scenes.

In the first place, he will allow no one else to ride his white horse, Duke, which can do anything but talk. Wayne's riding and shooting stunts are entirely his own, and his happiest moments are when he can face danger in the filming of vital scenes for his pictures.

There were many such moments afforded him in the filming of "The Big Stampede," particularly in the scenes where a large herd of cattle were stampeded in order to produce one of the greatest thrills ever to be brought to the screen. There were many times when Wayne was in danger of being trampled, and only his daring, skillful riding and Duke's intelligence were able to save him.

John Wayne is supported by a cast of prominent film favorites which includes Noah Beery, Mae Madison, Luis Alberni, Berton Churchill, Paul Hurst and Sherwood Bailey.

This story of a young deputy sheriff's fight to bring law and order to lawless New Mexico in its early days of colonization, was written by Marion Jackson and adapted by Kurt Kempler.

The direction was handled by Tenny Wright.

your 3rd story

Noah Beery, Bad Man, in "The Big Stampede"

Noah Beery sticks true to form in "The Big Stampede," the Leon Schlesinger production distributed by Vitagraph, Inc., starring John Wayne, which comes to the ..... Theatre next .....

This popular actor, who is quiet and congenial off the screen and whose life is wrapped up in his young son and his Paradise Trout Club 90 miles from Hollywood, has consistently played villain roles since he started his picture career.

For many years, Hollywood has considered him its ideal screen villain, and in this capacity his splendid work has caused him to outlast and outshine many actors of more sympathetic roles. He will always be remembered for the portrayals he gave in such pictures as "Beau Geste," "Noah's Ark," "The Godless Girl," "Stranger In Town," and many others, and his work in "The Big Stampede" is credited with being as perfect as in these other productions.

The story of "The Big Stampede" was written by Marion Jackson and adapted by Kurt Kempler. It is a thrilling film story of the battle against cattle rustlers in the colonization days of New Mexico.

John Wayne is also supported by Mae Madison, Luis Alberni, Berton Churchill, Paul Hurst and Sherwood Bailey. His intelligent white horse, "Duke," first seen in "Ride Him, Cowboy," again plays an important part in the picture.

Tenny Wright directed "The Big Stampede."

your 4th story

Star and Feminine Lead in "The Big Stampede" Got Start at Same Time

The star and the leading lady of "The Big Stampede," the Leon Schlesinger production distributed by Vitagraph, Inc., which comes to the ..... Theatre next ....., were once prop boy and chorus girl respectively at the same studio and at the same time.

John Wayne was working in the prop department at the Fox Studio when he was discovered to play the leading role in the Raoul Walsh production, "The Big Trail." Since then, he has been a favorite with followers of Western pictures.

At the time Wayne was discovered, Mae Madison was dancing and singing in the chorus of musical pictures produced at the same studio. A screen test of Miss Madison was seen by executives of Warner Bros.-First National Studio and she was immediately signed by that studio on a long term contract to play featured roles.

Other favorites are seen in the cast of "The Big Stampede," including Noah Beery, Luis Alberni, Berton Churchill, Paul Hurst and Sherwood Bailey.

The story was written by Marion Jackson and adapted for the screen by Kurt Kempler. It was directed by Tenny Wright.

Opening Day Story

'The Big Stampede' Opens Today at ..... Theatre

A lot of action and thrills is promised to lovers of Western pictures when "The Big Stampede," the Leon Schlesinger production distributed by Vitagraph, Inc., opens today at the ..... Theatre.

John Wayne, who first won his screen spurs in "The Big Trail," and who was last seen in "Ride Him, Cowboy," brings another hard riding, fast shooting portrayal in the role of a young deputy sheriff who is sent to bring law and order to the most lawless part of the old West—New Mexico in its early colonization days.

Apparently no expense has been spared in filling this picture with tremendous thrills. Arrangements were made with one of the largest ranches in the West to use their acreage and a herd of 10,000 cattle to stage a tremendous stampede and round-up. This sequence, which forms the climax of the picture, is one of many such startling incidents in "The Big Stampede."

The historical atmosphere that the film portrays was fictionized by Marion Jackson, and adapted for the screen by Kurt Kempler.

A splendid supporting cast of screen favorites adds to the interest and excitement of the picture. Noah Beery will be seen once again in the type of villain role he has always made famous on the screen. Mae Madison is cast in the feminine lead opposite Wayne, and others in prominent roles are Luis Alberni, Berton Churchill, Paul Hurst and Sherwood Bailey.

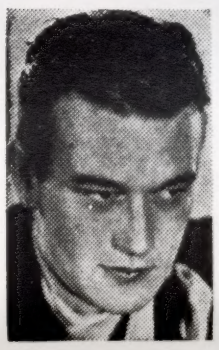
The fast action of the picture is credited to the intelligent direction by Tenny Wright.

REVIEW

"The Big Stampede" Is a Real Western Thriller

One of the most thrilling Western pictures ever to come to the screen was seen yesterday by an enthusiastic audience when "The Big Stampede," a Leon Schlesinger production distributed by Vitagraph, Inc., opened at the ..... Theatre.

It is action from the word "go," and as interesting and delightful a piece of entertainment as could be hoped for.



JOHN WAYNE
Cut No. 10
Cut 15c Mat 5c

Its startling climax is one of those no one should miss. It is one of the most impressive sights ever to be caught by a camera. An immense herd of cattle is seen on a stampede and later rounded up by the cowboys and some of the principal players in the film.

But that is only one incident amongst many which makes the picture one to be heartily recommended.

The story has the historical background of New Mexico during the days prior to its admission to the Union. There was no law then, but the six-shooter, and its leading citizens were lawless, wealthy cattle thieves.

The star of the film is John Wayne, last seen in "The Big Trail" and "Ride Him, Cowboy," who enacts the role of a young U.S. deputy marshal sent out to the bad regions to enforce the law and order—a mission which gives him plenty of opportunity for some hard, fast riding and some fast shooting.

One of the interesting features of this film is Wayne's white horse, Duke, who steals some scenes by some very intelligent acting. He plays an important part in the story, and handles it like a trained actor.

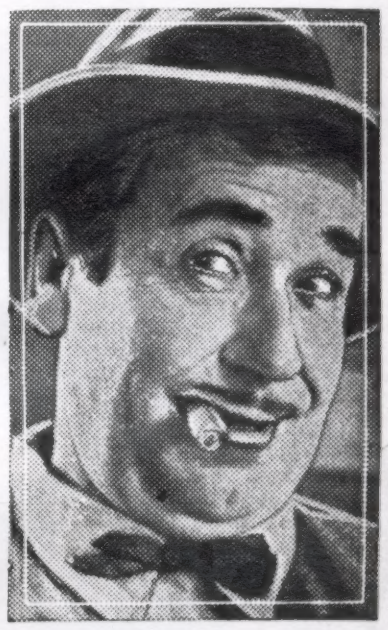
John Wayne's leading lady, Mae Madison, seen before this in many feature pictures, comes to us for the first time in a Western action picture. Her beauty and fine acting proved very popular with the audience.

Noah Beery plays the menace in the picture, and he again holds up the splendid reputation he has already earned for himself in this type of role. A new note of comedy was added by Luis Alberni, who starts out to be a Mexican "bad man," but who turns into a first rate comedian when John Wayne makes him a deputy sheriff. Others who contribute much to the success of this picture are Berton Churchill, Paul Hurst and Sherwood Bailey.

The fine, quick handling of the action and story is very much to the credit of the director, Tenny Wright.

Balance Your Western With These Vitaphone Shorts

A "Looney Tune"
or a "Merrie Melody"
and
A "Big V" Comedy
and
A "Broadway Brevities" Revue



NOAH BEERY, who is seen at his usual villainous excellence in the ..... Theatre's action film, "The Big Stampede." John Wayne is starring with "Duke," his white "Miracle Horse."

Cut No. 17 Cut 15c Mat 5c

1st day of run

Luis Alberni Plays Comic in "The Big Stampede"

Set a villain to catch a villain, an things begin popping. This situatio in "The Big Stampede," the Leo Schlesinger production now at th ..... Theatre, is the unusu angle in a gripping Western stor which serves to turn an erstwhile ba man into a good comedian.

When Sonora Joe, the Mexican ca tle rustler, played by Luis Alberni, made a deputy sheriff by the her played by John Wayne, it relieves t atmosphere of one villain, but giv rise to a lot of startling action and fine comedy touches.

The picture deals with the colonization period of New Mexico and the fight against the lawless cattle barons who obtain their herds by rustling.

A stampede of a large herd of cattle and the manner in which they are finally rounded up, forms one of the most startling sequences ever to be shown in a Western picture.

The cast of "The Big Stampede" also includes such screen favorites as Noah Beery, Mae Madison, Berton Churchill, Paul Hurst, and Sherwood Bailey. There is also Duke, John Wayne's white horse, credited with being the most beautiful and intelligent animal on the screen today.

The picture was directed by Tenny Wright.

2nd day of run

"The Big Stampede" Based on New Mexico Colonization

A phase of history in the great colonization of the West is an interesting and vital part of the Leon Schlesinger production distributed by Vitagraph, Inc., "The Big Stampede, which stars John Wayne, currently at the ..... Theatre.

Though Indians, lack of water and food proved terrible hardships for the Western pioneers, their bitterest enemies were the cattle thieves, or rustlers, who caused most of the trouble for those struggling to establish homes in new territory.

In "The Big Stampede," it is the fight against these lawless cattle barons during the colonization of New Mexico, that is shown. It means almost certain death for a deputy sheriff to undertake the clean-up job, but in the end the representatives of the United States Government succeeded in this work.

This romantic and stirring story was fictionized by Marion Jackson, and the screen play was written by Kurt Kempler.

A large cast of screen favorite support John Wayne in this picture, among whom are Mae Madison, Noah Beery, Luis Alberni, Berton Churchill, Paul Hurst and Sherwood Bailey.

It was directed by Tenny Wri

Ads to Thrill Lovers of He-Men!

He's a SON-OF-A-GUN
from the **Lone Star State!**

Presented by Leon Schlesinger.
Distributed by Vitagraph, Inc.

PALACE

OUR SECOND BIG 4-STAR WESTERN

Cut No. 1 Cut 40c Mat 10c

Thousands of steers gone Loco!

...only a man and a horse to tame 'em!

A saga of covered wagon days brimming over with thrills, chock-full of action, packing a real western wallop. The screen's sensational star riding high, wide and handsome on the smartest horse in the world out-smarting the outlaws and winning the love of his sweetheart!

John WAYNE

and DUKE the Miracle Horse in .....

With a big cast of Western favorites including
NOAH BEERY MAE MADISON
Luis Alberni Berton Churchill
A 4-Star Vitagraph Western

REXY

Cut No. 14 Cut 40c Mat 10c

Quick on the trigger!

Lightning on the Draw!

Six feet two of he-man galloping on the world's smartest horse to tame the loco steers, out-wit the outlaws and win the girl of his dreams! You've never seen such split-second action, had such thundering thrills. A real punch every second!

A 4 STAR WESTERN

WITH
John WAYNE
and "DUKE" His Miracle Horse
Featuring
NOAH BEERY MAE MADISON
and a big cowboy cast

Better than "Ride Him, Cowboy"

Presented by Leon Schlesinger.
Distributed by Vitagraph, Inc.

STATE Now Playing

Cut No. 2 Cut 40c Mat 10c

The Newest Star
of the range and the horse that thinks

get together to re-enact one of the great stories of covered wagon days. Every second packs a punch, new riding thrills, startling surprises, excitement galore! A quick-shooting, rip-roaring drama that lifts you out of your seat and sets you out on the western plains!

"The BIG STAMPEDE"
with JOHN WAYNE

and DUKE his DEVIL HORSE

Great Western Cast Includes
NOAH BEERY — MAE MADISON
and other big favorites

Cut No. 12 Cut 40c Mat 10c

4-1-Column Ads

Short on expense—
Long on Appeal!

STRAND

ALL THIS WEEK

a Saga of the Thundering Herds

A horse that thinks and a daring, cool-headed, red-blooded rider outwit the outlaws. A story as big as all outdoors; studded with suspense, sparkling with surprises; packed with hard riding, quick shooting and fast beating hearts. Your blood will race, your breath come in short gasps as you see

"THE BIG STAMPEDE"
with JOHN
WAYNE
and DUKE his Devil Horse

Cut No. 9 Cut 20c Mat 5c

Excitement aplenty....

Thrills galore!!!

The screen's newest western sensations bring you a new thriller. A rip-roaring, he-man story jammed with split-second action, breath-taking suspense and high-powered drama. Gives you the thrill of a lifetime! ▲ ▲ ▲ ▲ ▲

Distributed by Vitagraph, Inc.

STANFORD

Cut No. 13 Cut 20c Mat 5c

The KING of the COWBOYS *earns his spurs!*

You'll leap to your feet and cheer as this he-man gets into action, braving the thundering herd to rescue his sweetheart from certain death. As thrills, action, surprises and suspense gallop across the screen your heart will jump keeping time with the hoofbeats!

"THE BIG STAMPEDE"
WITH
John WAYNE
and DUKE the Miracle Horse
Second of the 4-Star Western series

Dist. by Vitagraph Pictures, Inc.

KINGSWAY

ANNOUNCEMENT
Because of the enthusiastic reception given John Wayne in "Ride Him, Cowboy," the Kingsway management will show the entire 4-Star Western series.

Cut No. 11 Cut 40c Mat 10c

Cut No. 8 Cut 40c Mat 10c

LIFTS YOU OUT OF YOUR SEAT...

Sets you down on the Western Plains!

More than six feet of muscle straining every second to give you thundering thrills you've never had. Quick-thinking, hard-riding, red-blooded daring! An action-packed story, a rip-roaring romance of frontier days. Don't miss . . . . . .

"The BIG STAMPEDE"
WITH **John WAYNE**
and DUKE His Miracle Horse
Dist. by Vitagraph, Inc.

Better than "Ride Him, "Cowboy"

A 4 STAR WESTERN

Cut No. 7 Cut 20c Mat 5c

ROMANCE... *is in the saddle!*

A horny-fisted, hard-riding, quick-shooting deputy cows the outlaw rustlers in this red-blooded, he-man drama of Covered Wagon days. Suspense, excitement and thrills come in socks that will keep you groggy!

"THE BIG STAMPEDE"
WITH
JOHN WAYNE
and DUKE his Miracle Horse

Our second 4-Star Western — Faster than "Ride Him, Cowboy!"

Dist. by Vitagraph, Inc.

STANLEY

Cut No. 6 Cut 40c Mat 10c

Quick on the trigger!

Lightning on the Draw!

Six feet two of he-man galloping on the world's smartest horse to tame the lace steers, out-wit the outlaws and win the girl of his dreams! You've never seen such split-second action, had such thundering thrills. A real punch every second!

"The BIG STAMPEDE"

A 4 STAR WESTERN

WITH **John WAYNE**
and DUKE His Miracle Horse
Dist. by Vitagraph, Inc.

Speedier than "Ride Him, Cowboy!"

STANLEY

Cut No. 3 Cut 20c Mat 5c

John WAYNE *in*

"THE BIG STAMPEDE"

Cut No. 4 Cut 20c Mat 5c

Cut No. 16 Cut 40c Mat 10c

Cut No. 5 Cut 20c Mat 5c

Stories Sell Picture's Action

3rd day of run

1000 Wild-Eyed Seers in "The Big Stampede"

Over 1000 head of cattle in a wild stampede is one of the thrilling action sequences in "The Big Stampede" distributed by Vitagraph, Inc., which stars John Wayne, now at the .... Theatre.

The producer arranged with one of the largest ranches in California for the use of their herds and acreage in the filming of these scenes.

The actual stampeding was a hard job — and the actors, director and cameramen took some big risks in order to get their scenes while the cattle were on the rampage.

But the hardest job of all was rounding them up again. When the cattle finally quieted down, they separated into little groups over thousands of acres. The round-up was work for many days, during which many unplanned thrills for the picture were caught by the camera. This was due to the vigilance of the director, Tenny Wright, and the head cameraman, Ted McCord.

Playing opposite John Wayne in "The Big Stampede" is beautiful Mae Madison. Other prominent players in the cast are Noah Beery, Luis Alberni, Berton Churchill, Paul Hurst and Sherwood Bailey.

4th day of run

Luis Alberni's Spanish Accent a Natural Asset in "The Big Stampede"

Luis Alberni did not have to work to get his Spanish accent for the role he plays in "The Big Stampede," the Leon Schlesinger production distributed by Vitagraph, Inc., starring John Wayne which is now at the ..... Theatre.

Alberni was born in Barcelona, Spain, and is a graduate of the University of Barcelona. He came to Hollywood when M.G.M. engaged him to play in Spanish talkies, but he wasn't satisfied with that. He perfected his English and has since played important roles in many big feature pictures.

He has a unique flair for comedy, as is demonstrated in "The Big Stampede," in which he starts out to be a Mexican "bad man" until John Wayne makes him a deputy sheriff. He adds the light note in the thrilling action picture which records the greatest cattle stampede ever to be filmed for pictures.

The story, which deals with the fight against lawless cattle barons in the colonization days of New Mexico, has in its cast such film favorites as Noah Beery, Mae Madison and Paul Hurst, not forgetting "Duke," John Wayne's beautiful white horse and one of the most intelligent animals ever to be seen on the screen.

JOHN WAYNE, star of the popular 4-Star Western series which, according to an announcement from Manager ..... of the ..... Theatre, is scheduled to be shown in its entirety during the current movie season. The second of the series, "The Big Stampede," is opening on.....

Cut No. 18 Cut 15c Mat 5c

ADVANCE SHORTS

Mae Madison, Feminine Lead in "The Big Stampede"

Mae Madison, who appears opposite John Wayne in "The Big Stampede," the Leon Schlesinger production coming to the ..... Theatre next ....., was born in Los Angeles, California.

Ever since she could walk, she studied dancing, and while in a skit at a club was seen by a casting agent. She played a bit in "Sunnyside Up" and made a test for another picture. This test led to her obtaining a contract with Warner Bros.-First National Pictures. She has played a number of roles for the latter company in such pictures as "The Mad Genius," "Bought," "The Famous Ferguson Case," "The Mouthpiece," "So Big," and many others.

She is five feet five inches tall, weighs 120 pounds, has auburn hair and olive-gray eyes.

Luis Alberni Got Movie Start in Spanish Films

Luis Alberni, who plays an important role and adds a comedy touch to "The Big Stampede," the Leon Schlesinger production distributed by Vitagraph, Inc., coming to the ..... Theatre next ....., and in which John Wayne is starred, was born in the city of Barcelona, Spain.

He graduated from the University of Barcelona, and came to Hollywood when M.G.M. signed him up to appear in Spanish talking films. He conquered English well enough to play featured roles in many important pictures and to appear on the English speaking stage.

He was lately seen in "The Last Flight," "High Pressure," "Two Against The World," "Crooner," and many other productions for Warner Bros.

CURRENT SHORTS

College Football Hero, Making Good in Westerns

John Wayne, the hero of "The Big Stampede," the Leon Schlesinger production distributed by Vitagraph, Inc., which is now playing at the ..... Theatre, is a true Western type. He is a native of California, and in appearance just fits the cowboy type. He is more than six feet tall and tips the scales at 200 pounds. He was educated at the University of Southern California where he first won fame as a football hero. After he left college, he went to work as a prop boy at the Fox Studio. He was working in this capacity at the time Raoul Walsh was looking for a hero for his picture, "The Big Trail." John Wayne attracted Walsh's attention, and a screen test won the boy the coveted part.

Noah Beery Started His Stage Career with Circus

Noah Beery, who plays the part of the "bad man" in "The Big Stampede," the Leon Schlesinger production distributed by Vitagraph, Inc., now at the ..... Theatre, started his acting career by traveling with circuses, road shows and vaudeville. When he reached Hollywood, he was at once in demand as a screen villain.

He has played many different parts, but he has made his greatest hits as a so-called bad man in such pictures as "Beau Geste," "Noah's Ark," "The Godless Girl," "Four Feathers," "Under A Texas Moon," "Golden Dawn," "Stranger In Town," and many others.

He was born in Kansas City, stands six feet tall and weighs two hundred and twenty-eight pounds. He is married and has a son who has just entered pictures .

BUILD UP JOHN WAYNE

It will pay you to devote special effort in getting John Wayne's name before the public as the star of a great series of Western pictures. Because of his youth, his handsomeness and marvellous physique, he makes an ideal Western hero. Popularity built for him now will enable you to cash in that much more on all the future 4-Star Westerns.

Advance Feature

Western Pictures Outlast All Other "Cycle" Films

There will never be a more consistently popular type of motion picture than the so-called "horse opera" —the action-crammed Western film. It has been with us from the beginning and it is here to stay.

It has been predicted several times that it would pass out of favor, and substitute action films have been exploited to take their place. The prediction never came true, and the substitutions themselves have passed into the discard.

One good example of why the Western picture is so popular can be seen in the Leon Schlesinger production distributed by Vitagraph, Inc., "The Big Stampede," which is coming to the ..... Theatre next .....

The action and even the gun play is broad and wholesome, for it is set against the clean background of wide, fresh spaces of range and hills and the clear expanse of the sky.

The war film and the gangster film, both of which had their day as substitutes for the Western, did not have this wholesome quality. There was danger and adventure and love in them, but of a more morbid nature—and sometimes of a kind that parents did not like their children to see. But in the Western, it is the biggest of the field of action and man's heroic effort to conquer a lawless land that enthrall the audience.

It is this quality, in large measure, that stands out supreme in such a picture as "The Big Stampede." It has a historical background, depicting some of the hardships of the brave pioneers who colonized the territory of New Mexico. The efforts of a young deputy marshall to create law and order in a land ruled only by the power of the six-shooter, which forms the main theme of the story, is the sort of adventure that appeals to young and old, male and female alike.

There is a thrill in the galloping of horses across an endless stretch of range. It is almost as exhilarating to watch it as to actually ride the spaces oneself.

The greatest thrill that "The Big Stampede" has to offer is the incident which gives the picture its name. What has made the cowboy so romantic a figure can be gauged by the manner in which the intrepid riders in the film risk their lives to stop a stampeding herd of some 1,000 head of cattle. The sight of the racing, raging cattle is awe inspiring in itself, and the stunts of the cowboys in rounding them up is even more so.

John Wayne, who has already proven himself a favorite in Western action films, especially in "Ride Him, Cowboy," is the hero of this picture. As his leading lady, he has the beautiful Mae Madison—for romance is always an essential reward for the deeds of a daring cowboy.

The cast, made up of very prominent film players, includes Noah Beery, Luis Alberni, Berton Churchill, Paul Hurst and Sherwood Bailey.

It was directed by Tenny Wright from the original story by Marion Jackson, adapated for the screen by Kurt Kempler.

Current Feature

"Big Stampede" Scene Shot Without Rehearsal

The wild, rugged West is not dead, nor is it only a fiction. If it were not very much the same as it was back in the old frontier days, such pictures as "The Big Stampede," the Leon Schlesinger production distributed by Vitagraph, Inc., now at the ..... Theatre, would not be possible of production.

Picture producers in Hollywood do not have to travel very far to find authentic locations and atmosphere for the action and drama they put in Western films.

Immense ranches abound in California and Arizona, on which large herds of cattle roam the range. Cowboys in chaps and ten-gallon hats are still actualities.

It was to a location of this kind that Director Tenny Wright brought his company, headed by John Wayne, to film some of the important scenes for "The Big Stampede."

Arrangements had been made with the owners of one of the biggest ranches in California to use some of their herd of 10,000 head of cattle in staging a stampede.

There were miles and miles of range over which the cattle could race without being lost, but it was impressed on the director that the cattle could only be stampeded once. All the necessary shots had to be taken of the one stampede, and arrangements were made days ahead of time to insure the perfection of players and cameras in the parts they were to play in this big scene.

Like a general on a field of battle, Tenny Wright rehearsed and reviewed his players. A number of motion picture cameras were placed at points of advantage. Some of them were placed on hillsides where they could shoot down and catch the entire view of the thundering herd. Pits were dug in the ground, and cameramen were placed in these reinforced positions. Others were mounted on cars where they could get a close view and keep moving with the herd.

The result was one of the most thrilling sights ever to be caught by the cameras. As there was no chance in rehearsing the cattle in their part, the players had to work and think fast, and many times during the stampede they were in danger of their lives.

This sequence is but one of many thrilling action incidents in "The Big Stampede." It is a story of the early days in the colonization of New Mexico when law and order was struggling against the rustling cattle barons who ruled the land with gun play. John Wayne plays the part of a young deputy marshall sent out to clean up things.

He is supported by a fine cast of important screen players, including Noah Beery, Mae Madison, Luis Alberni, Berton Churchill, Paul Hurst and Sherwood Bailey.

This bit of historical background was fictionized by Marion Jackson, and the story was given a rapid moving screen treatment by Kurt Kempler.

Ideas That Sell Actior

Cowboy Song Contest

Run a contest on the stage to find the best singer of cowboy songs in town. Have the singers, men, women and children, appear in costume if possible. Announce it in the papers and tie up with your radio station to have the winners appear on a program, in return for which the station is to give you advance announcements on the picture.

Reward Poster

Spot several posters of the type used by police departments in offering reward—square halftone of John Wayne on Duke the Miracle Horse with the following copy:

REWARD

(Halftone)

Watch out for this man!

He is John Wayne, alias John Drury. Six feet two inches tall. Handsome. Has a way with ladies. Is a man's man. Fearless, reckless, daring.

Laughs and thrills the reward to everyone attending the showings of "The Big Stampede" at the Strand Theatre next week.

Boy Scouts

Contact the local Boy Scout council and arrange to have the best scouts in town give an exhibition on your stage of the things they have learned, such as knot-tying, wand drilling, various items of woodcraft, etc. It's a great ad for the scouts and impressive on the stage. Open the scout program with appropriate ceremonies: patriotic music, scout salute, etc. Get newspaper space, radio announcements, club speeches and letters from the scout council in return for the civic duty you are performing.

Stage Coach Ballyhoo

If possible, secure one of the old stage coaches used in the pony express days. Banner it with copy on "The Big Stampede" and the play date at your theatre. Send it through the streets with men inside and on top of it, giving cowboy yells.

For Sling-shooters

Hold a sling-shot contest at a local shooting gallery or range, sponsoring it in co-operation with your newspaper. Offer prizes promoted from merchants to the kids who make that best sling-shooting score. Play up this stunt big because of its novelty and suitability for kids. It's a direct tie-up with the picture in which Junior Bailey uses a sling-shot with telling effect.

Circular Letters

Circularize all adult sporting organizations in town with letters appealing to their red-blooded, sporting instincts. Appeal to them from the angles of the action, romance and he-man thrills in "The Big Stampede." Explain that the picture brings the spirit of the old West to your screen. Tell them to come to your theatre, to cheer the hero, love the heroine, hiss the villain, roar at the comedy and have an all-around good time.

Wild West Club

If you haven't already started one, the Warner series of 4-star Westerns give you a chance to inaugurate a "Wild West Club" for the kiddies. Print up membership cards with thumbnail cuts of John Wayne and Duke, the Devil Horse. Hold special programs on Saturday. Give the kids buttons and cowboy stuff as prizes. Elect officers. Give each kid attending all of the six westerns a seventh matinee free as an added inducement. Whoop it up for the kids. Have yells and everything they like. John Wayne and the horse will be their idols. Take advantage of the kiddies' love of the Wild West.

CATCHLINES WITH A WESTERN TANG

The Screen's Newest Western Sensations Bring You a New Thriller.

• • •

A Rip-Roaring He-Man Story Jammed with Split-Second Action.

• • •

Thousands of Steers Gone Loco—Only a Man and a Horse to Tame Them.

• • •

A Saga of Covered Wagon Days Packing a Real Western Wallop.

• • •

The Screen's Sensational Star Riding High, Wide and Handsome.

• • •

A Saga of the Thundering Herds.

• • •

The King of the Cowboys Earns His Spurs.

• • •

It Gives You the Thrill of a Lifetime.

• • •

See the Newest Star of the Range and the Horse That Thinks.

• • •

A Quick-Shooting, Rip-Roaring Drama That Sets You Out on the Western Plains.

• • •

Six Feet Two of He-Man Galloping on the World's Smartest Horse to Tame Locoed Steers—Outwits the Outlaws and Wins the Girl of His Dreams.

• • •

He's Six Feet Two of He-Man—Quick on the Trigger—Lightning on the Draw!

• • •

Romance Is in the Saddle.

• • •

Cattle Rustler Chase

Announce to all the kids in town that you will have a "Cattle Rustler Chase" along the lines of the "hare and hounds" game. Have the kids congregate in front of your theatre, where they will get their instructions. Have one of the ushers serve as the "Cattle Rustler," starting a few minutes in advance of the kids and leaving a well-marked trail for them to follow. He should drop heralds and throwaways as clues. Offer a cowboy suit promoted from a co-operating store as first prize. Other prizes can be cowboy gun belts and similar articles appealing to kids. Be sure to have the trail lead back to the theatre and to give the kids placards and signs to carry all through the chase. Specify that they can't win unless they have carried the sign every foot of the way. Be sure, also, that the trail leads through the busiest sections of town, with the cops watching out for the kids. Have them yell "The Big Stampede" throughout.

Drawing Contests

1. Take outline of John Wayne's head from a halftone and have line cut made to be run in newspaper for "fill-in" contest. Offer passes as prizes to the entries submitting the best faces of John Wayne, running a photo of him in conjunction with the outline head.

2. Run a half-drawn picture of Duke, the Miracle Horse. Offer prizes to entries submitting the best completed job, both as to outline and coloring.

Kids Names in Ads

Tie-up with your newspaper to scatter the names of children through their classified ad section and inform the kids that if they find their names in the ads they will be given free tickets to see the picture. This stunt was used with excellent results by H. T. Lashley, city manager for Publix in Greenville, S. C.

Signs on Newspaper Boys

Get all the newspaper sales boys in your town to carry signs on their back with advertising matter on the picture. As a reward, invite the kids to see the picture. You can build this stunt further by inviting your newspaper to send a reporter to cover this story, thus getting some free publicity and a good-will build up.

Hitching Post

Use large blow-up of Wayne on his horse. Tie it to a replica hitching post at the curb in front of your theatre. Put appropriate copy on it regarding your showings. Use this for each of the 4-star Westerns.

Riding Academy Tie-Up

Contact the riding academies in town for banner displays carrying the copy "Learn To Ride Like John Wayne in 'The Big Stampede'—Now Playing At The Strand." Conduct special John Wayne classes. Get the academies' mailing lists and circularize with a letter telling about the riding to be seen in the picture.

Harmonica Contest

Offer prizes for the best harmonica players in town, the winners to be chosen by audience applause. Announce the contest on your screen, in the lobby and newspapers. Be sure to get all sorts of trick mouth organs entered in the contest. In all announcement copy mention the fact that John Wayne, the hero, plays a harmonica in this picture. Try to organize a harmonica band for this and future 4-star Vitagraph Westerns. Call it the "John Wayne Harmonica Band."

If you like, you can enlarge this stunt by including guitars, ocarinas ("potatoes") and similar hill billy musical instruments.

Orphan Guests

Here's a stunt that should get you a lot of publicity and good-will for your theatre. Invite the members of the children's home in your town to see "The Big Stampede." Promote free bus transportation from a local company.

"Bad Man" Chase

Get three cowboys, dressed in full cowboy outfits, to chase a fourth down the main street of your town, emitting loud whoops. Have them continue the chase into your theatre. Additional realistic atmosphere for this ballyhoo can be furnished by rigging up an old fashioned hitching post in front of your theatre, to which the cowpunchers can tie their horses. The stunt will give your patrons a thrill and will create comment and newspaper publicity.

Co-Operative Ads

The title, "The Big Stampede," offers you an opportunity for a co-operative ad on this western. The main idea of the ad is to have a streamer head on the ad page reading: "The Big Stampede I- On (town) Stores." Have merchants ads read to effect that they anticipate a "Big Stampede For Our Big Bargains." The center of the spread should be devoted to your own theatre's ad on this picture with such copy as: "The Big Stampede" with John Wayne, the screen's new he-man hero, is coming to the ..... Theatre tomorrow."

Contact the advertising manager of your newspaper at once to round up the merchants in your town for this co-operative ad. Be sure to promote your own ad free.

Teaser Campaign

Play on the title in your teaser campaign, running lines to the following effect in the newspapers and on tack-cards, etc., spotted around town:

MAKE WAY FOR "THE BIG STAMPEDE."

WATCH OUT FOR "THE BIG STAMPEDE."

WHOOPEE! "THE BIG STAMPEDE" IS COMING YOUR WAY!

GET SET FOR "THE BIG STAMPEDE!"

"THE BIG STAMPEDE" WILL WOW YOU!

Essay Contest

Tie-up with schools and newspap for essay contest on the colonizati of New Mexico, which is the loc of "The Big Stampede." Ask t question, "What Do You Know Ab New Mexico?" and award the pri to the best 500 word answers to t question. Tie in "The Big Sta pede" in your newspaper and thea announcements of the contest, ill trating with stills from the picture.

Covered Wagons

Get covered wagons, or make imitations of them and send them through the streets following the same idea for banners and noise as suggested in the stage coach ballyhoo suggestion. Have burros, cows and horses trailing along after the covered wagons. Banner the animals and have the drivers of the wagons and horseback riders dressed in cowboy costume.

Store Tie-Ups

Tie up with sporting goods stores on western and riding apparel, with gift stores on western paintings, etchings, etc., with book stores on western and adventure stories, with women's stores on what to wear at dude ranches, with hardware stores on revolvers and rifles, shoe stores on boots, etc.

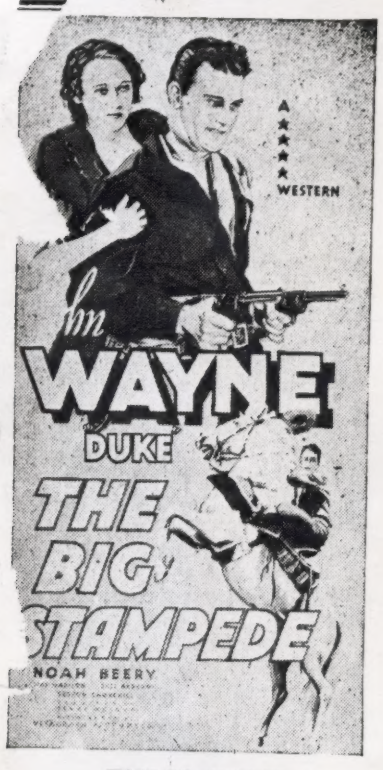
Window Displays

Reach the kiddies with special window displays on cowboy and "injun" outfits, wild west articles and Indian material. Have the stores hold special "Big Stampede" sales on these kiddie articles, arranging to give special prizes to members of the "Wild West Club." Also, get attractive general window displays on Navajo blankets, silver-trimmed saddles, sombreros, chaps and other articles associated with cowboys.

Cowboy Songs

Locate a cowboy singer, if possible, having him sing a few real western songs at each performance, a week in advance of your showing of "Th Big Stampede." If no cowboy singe is available, have your orchestra c organist play old time cowboy song flashing slides on the screen for co munity singing. Among the m songs you can use are "The Chisholm Trail," "Git Along, L Doggies," "Bury Me Not On Lone Prairie," "A Home On Range," "She'll Be Coming 'Roun The Mountain" and "Wher Work Is Done Next Fall."

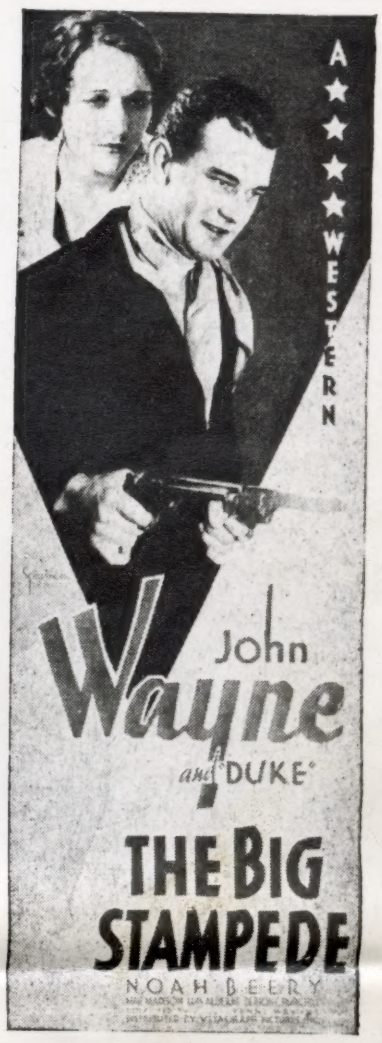
Posters Packed With Action



THREE-SHEET

SIX-SHEET

Sell your second big 4-Star Western with the Vitaphone trailer! Every scene and every line of copy is aimed at your ticket window — and hits!



INSERT CARD

ONE-SHEET

SLIDE

COLORTONE SLIDE

4x5—Colored positive only.....$2.00
—Set (positive and negative) 3.00
3¼x4—Colored positive only.....1.50
—Set (positive and negative) 2.25

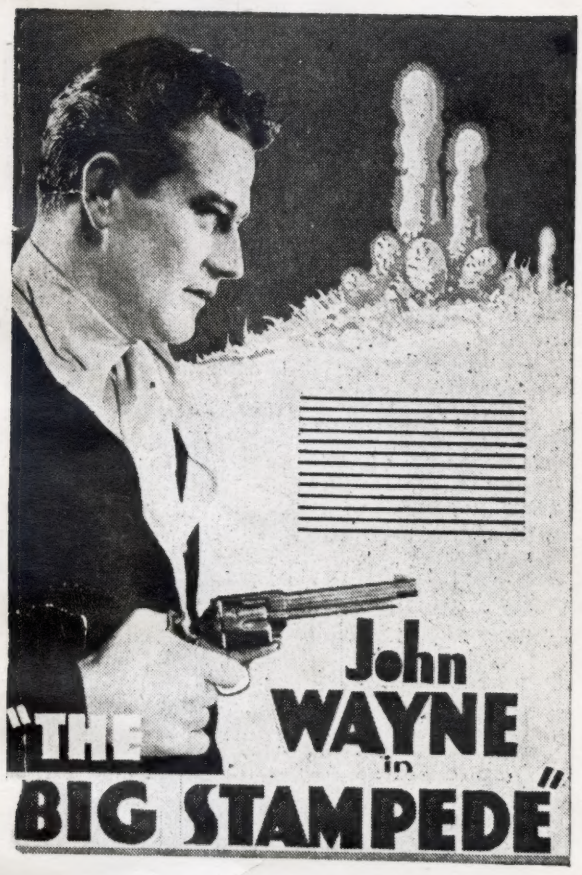
Order by Number N-312

NATIONAL STUDIOS, Inc.
226 West 56th St., New York, N. Y.

IMPORTANT

Included with these accessories is a stock window card with space for the title and playdate. Get it at your exchange!

Suggestions For Convincing Lobby Frames



2 SPECIAL WESTERN NOVELTIES

HERIFF'S BADGE — Makes an ideal tie-up with ayne's role as Sheriff John Steele. Is regular metal dge with slip pin. Attached to 3x4 inch card with ropriate copy on star and picture. Particularly able for use in conjunction with John Wayne or d West Clubs. Prices, badge attached to card, date and theatre imprint:

in, $11.50 per M; 3000, $12.00 per M; 1000, $12.50; ag 500, $7.50.

DESERT MAZE—An unusual maze puzzle on card 5x7 inches, appropriately illustrated with western figures and carrying selling copy. Prices, complete with theatre imprint and playdate:

10000, $2.25 per M; 5000, $2.50 per M; 3000, $2.75 per M; 1000, $3.00.

Both novelties available from
ECONOMY NOVELTY & PRINTING CO.
239 West 39th Street New York City
NOT AT EXCHANGE

Sliding Scale of Accessory Prices

1-SHEETS

1 to 50	15c each
51 to 100	13c each
Over 100	11c each

3-SHEETS

1 to 25	40c each
Over 25	36c each

6-SHEETS

1 to 10	75c each
11 to 20	70c each
Over 20	65c each

WINDOW CARDS

1 to 50	7c each
51 to 100	6c each
Over 100	5½c each

INSERT CARDS

1 to 25	25c each
26 to 50	22c each
51 to 100	20c each
Over 100	18c each

PHOTOS

11 x 14 Photos (8 in set—colored)	75c a set
22 x 28 Photos (2 in set—colored)	80c a set
Slides	15c each
Stills	10c each
Press Sheets	Grati
Music Cues	Grati

THESE PRICES APPLY TO U. S. ONLY

Scanned from the United Artists collection at the Wisconsin Center for Film and Theater Research, with support from Richard Koszarski.

WISCONSIN CENTER
FOR FILM & THEATER RESEARCH

http://wcftr.commarts.wisc.edu

MEDIA
HISTORY
DIGITAL LIBRARY

www.mediahistoryproject.org